



## **Veer Fact Sheet August 2009**

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer's discerning, design-driven selection of photography, illustration and type are used daily in advertising, print and web design, corporate communications and publishing. With the addition of the community-based Veer Marketplace, Veer became the first company to offer rights-managed, premium royalty-free, and low-priced microstock photography on one web site. Veer is recognized for its community activity, including The Skinny blog and Veer Ideas networking web site. Veer serves its global customer base through its contact centers and award-winning web site localized for North America, the UK, Germany and the rest of the world at [www.veer.com](http://www.veer.com).

Veer was founded in 2002 by former members of the marketing, product and design teams of Getty Images, EyeWire and Adobe Systems. By offering high quality, filtered images and type through a simple, easy-to-use web site, Veer has become a one-stop resource for designers and art directors looking for a creative edge. Veer's reputation for quality and creativity led to its acquisition by Corbis in 2007.

### **Photography and Illustration**

Veer offers a broad range of Rights Managed (RM) and Royalty Free (RF) and Microstock photography. Dear™ RM features bold, uncompromising art, fashion, and editorial photography. Solus™ RM photography reflects today's most popular commercial concepts. Fancy™ is deluxe royalty-free lifestyle imagery with exceptional production values. Somos™ RF images capture the spark of Hispanic culture. In 2008, Veer launched Cherry™, a new RM illustration collection embodying the spirit of contemporary poster art and street culture.

Veer has over one and a half million images in its collection, and adds thousands more weekly. Veer maintains strict quality control, with tight editing for aesthetic quality and relevance. Veer regularly sweeps its collections to ensure model and property releases are available.

### **Type**

Veer offers more than 9,000 typefaces from 23 foundries, in collections chosen for versatility and freshness: Jukebox™, inspired by sign-painting and vintage Americana; Umbrella™, stylish display faces handpicked from around the world; and Cabinet™, distinctive text families for large projects and identity systems. The Umbrella collection features the hugely popular scripts of Alejandro Paul.

### **Service**

Veer's highly regarded sales and service team offers fast image and type research, assistance with licensing, releases, purchasing, and web site support. Veer's web site features help clients find the elements they need through an intuitive and powerful search engine, including "same model" search and saved-search notifications. Clients can test typefaces in words of their choice, before buying, using Veer's online Flont™ feature. Veer offers images individually priced at different resolutions, from super low resolution for online projects to super high resolution for large-format print output. Typefaces are offered in a variety of formats including OpenType®, and from single display faces to multi-face families.

### **Community**

Veer is recognized for its innovative and inspiring marketing pieces in print and on the web. Through its interactive community area, Veer Ideas, and its long-running blog, The Skinny, and long-standing participation on Twitter, Veer engages with its users and invites continual feedback to improve as a creative resource.

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